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Local Farmers Help Consumers Buy Smart

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First it was tomatoes, then beef, and now peppers.

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From Salmonella to E.Coli, U.S. food products have undergone some major recalls lately.

What's hurting some is actually helping the local farmer. □

Seven years ago, David Givens and a group of local farmers started the Green River Cattle Company.

The business sells locally-grown meat to consumers as an alternative to mass-produced meats.

"We fatten to finish cattle that are sourced on local farms, and the key to our process is tractability from the farmer all the way to the consumer," he said.

In light of several national recalls, grocery buyers are finding ways to make sure their food is safe.

From local Farmer's Markets to Kentucky Proud Products, Givens says its a good way to know what you're buying.

"For consumers it means ensuring the quality, the safety and the integrity of the product."

Local consumers agree.

Peggy Frank runs a concession stand in Greensburg and says buying meat from local farmers has boosted her sells.

"We started using their hamburgers last year, and I would say business has increased just because they know that they come from Green River Cattle Company," she explained.

Rian Barefoot sees a similar trend in his business.

He owns Fatted Calf Meat Shoppe that sells products from local farmers from Greensburg,

Richardsville, and Russellville.

"When you buy from the local people, you're also helping stimulate the local economy too. You're helping your neighbors and friends locally. Instead of all your money going out of state and you know you're getting a good natural product that otherwise you don't know where it's coming from," he said.

Givens agrees and says local farmers could benefit from more consumers supporting the Kentucky Proud Products.

"That's not only helped us with the Green River Cattle Company, but many of the local produce and other local businesses seeking to add value to their product," he said.

You can trace your food back to area farms by purchasing Kentucky Proud Products found at grocery stores and local Farmer's Market stands.

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